



**2019**

**NATURAL  
FOOD COLOR  
TRENDS**

# NATURAL FUNCTIONALITY

## Industry Insight:

Brands are nourishing consumers with functional product offerings inspired by nature and backed by taste.



## Our Food Color

**Prediction:** Rising interest in bright colors and extracts sourced from natural superfoods like turmeric, elderberry, spirulina or chlorella.

# ETHICAL CONSUMERISM

## Industry Insight:

Consumers are taking an ideological approach to purchasing decisions by seeking value-added products that give back to society. Brands are supporting social and environmental causes through product offerings with ethical ingredients.



Ice cream to drive progressive change through awareness and activism.



Initiative that promotes ending childhood malnutrition worldwide.



Profits are donated to humanitarian work.



Pet Food proceeds help animals in need.

## Our Food Color Prediction:

Demand for color from traceable, natural sources grown responsibly and sustainably.



Jellies to commemorate the heroes in the centenary of the end of World War One.



Tribute to the thousands of Mexican coffee growers and their families.

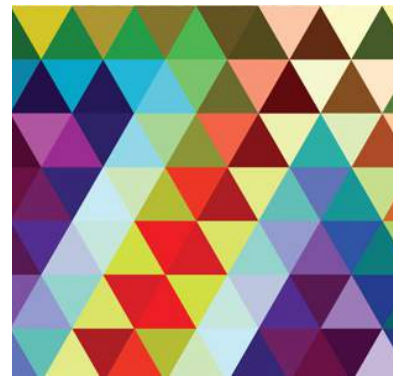


# SPECIAL EFFECTS

**Industry Insight:**  
The digital age is pushing brands to stand out visually and bring that “little something extra” to the table.



**Our Food Color Prediction:** Unique color combinations, effects, and inclusions will shine bright next year across social media channels.



# JUICY GOODNESS

## Industry Insight:

Fusions of fruit in RTD beverages will sparkle in the new year, giving consumers all of the nutritional goodness of fruits with low sugar content and all-natural ingredients.

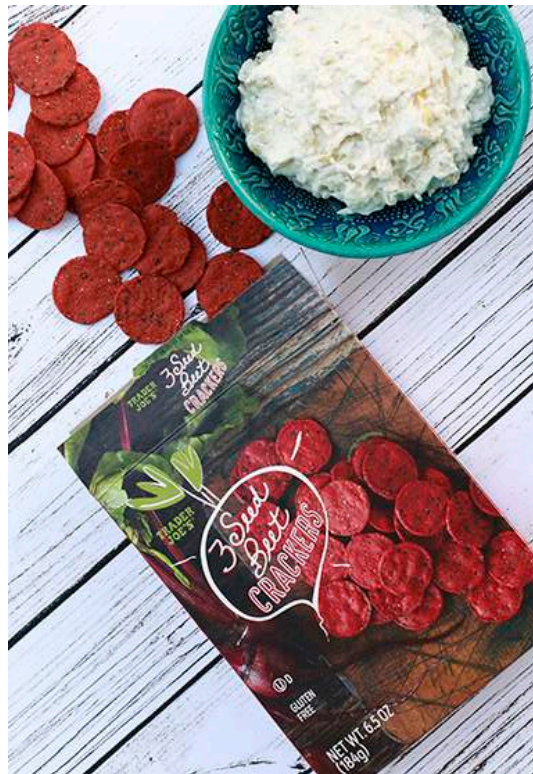


**Our Food Color Prediction:** A continued rise in cloudy, high-performing coloring foods and vivid natural food colors for a bold and juicy appearance.

# BEET POWER

## Industry Insight:

Food and beverage innovation is rooting itself in the power of beets.



**Our Food Color Prediction:** A surge in beet juice coloring solutions.